

Shipping **MANAGEMENT**



Packing

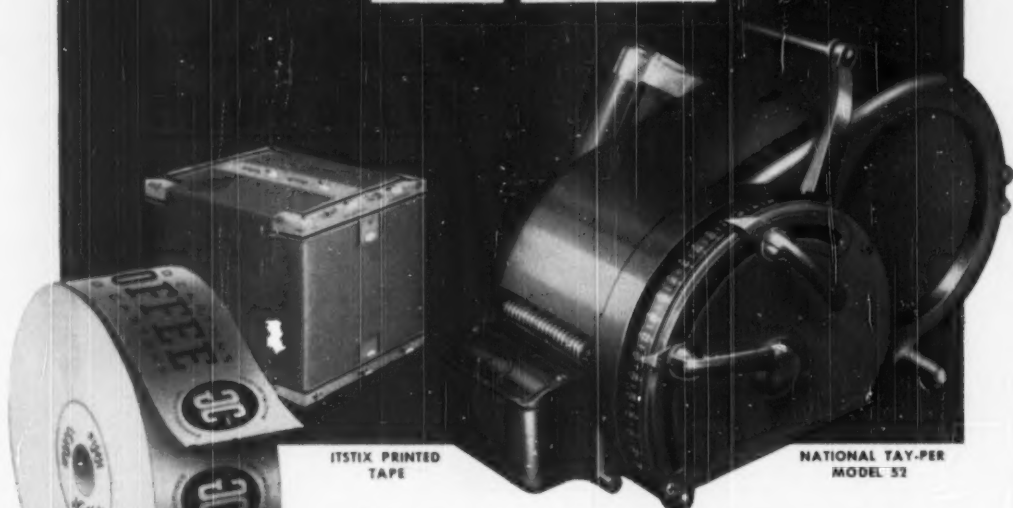
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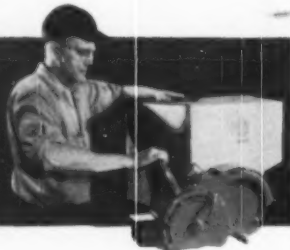
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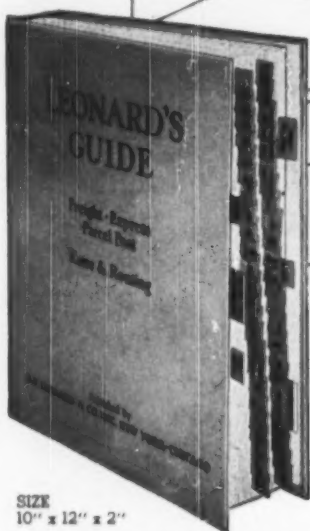
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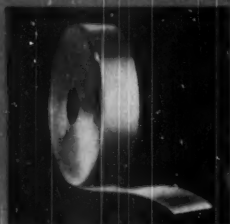
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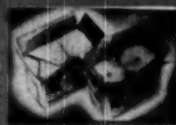


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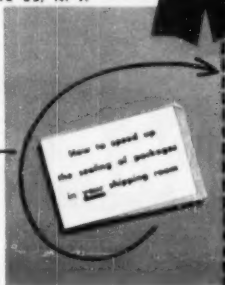
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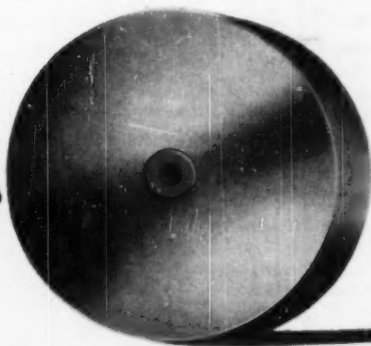
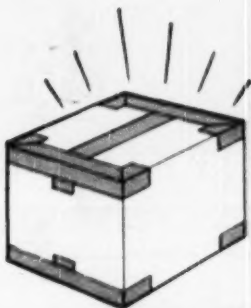
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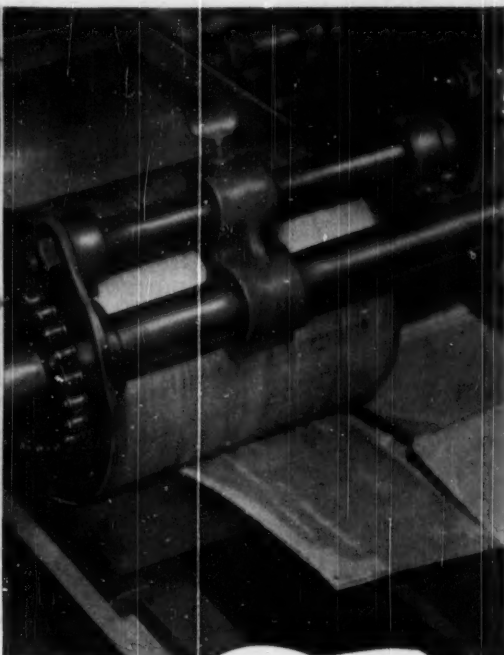
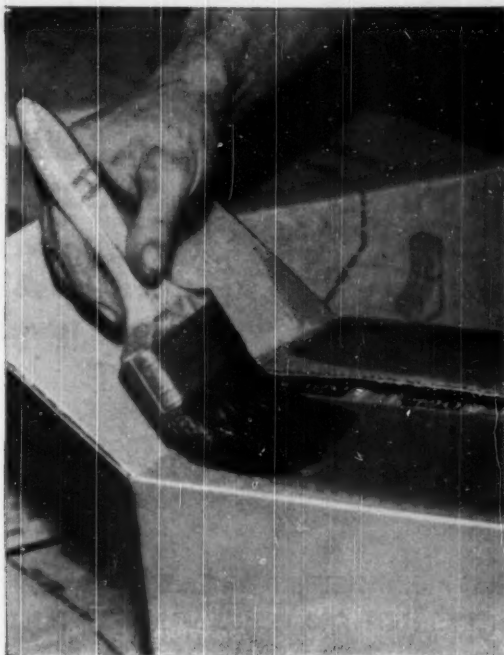
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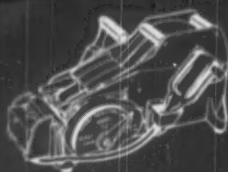
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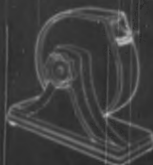
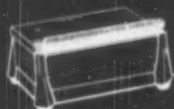
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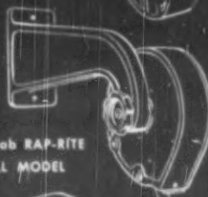


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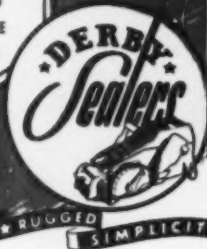
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Packing

A Punch... By S. H.

THROUGH the years "Shipping Management" has steadily improved and diversified the services rendered to the traffic and shipping executives who are our readers. The past year—1949, was no exception to this rule, and the mid-century year—1950, will show ever greater efforts to give the most valuable information to industry.

A little "pointing with pride" is in order. Here are a few of the innovations introduced in the last year or so which will be continued during 1950:

The "New Products" department was established as distinct from the regular "News Review" as far back as October, 1948. During that year the "Helps" section began to present information in the more concise and readable form of today.

Starting in 1949 staff members and correspondents scattered across the length and breadth of the United States wrote personal reports of small, medium and large shipping rooms, each accompanied with layout sketches. This series is gaining in popularity and will be continued.

Late in 1949 "Shipping Management" began a series of articles on the latest developments in the field of corrosion prevention, with the avowed intent of examining the entire field. Only the surface has been scratched so far. Complete information on all the important phases of corrosion prevention will be presented this year.

A study of the operations of a large freight forwarder was followed with another about an export freight forwarder. In 1950 a comprehensive article on air freight forwarding will appear in an early issue.

Complete reports on the controversial issue of export packaging were given last year. During 1950 "Shipping Management" will present reports of the results obtained by the organized export packaging surveys in order to prevent loss and damage through pilferage.

Several experts in the field of traffic management presented their views during 1949. This year a number of specialists will present their views on selected topics of concern to everyone in the industry.

Looking Ahead: It has been some time since there has been an article on Safety in "Shipping Management." This subject will come in for discussion early in the year. New uses for mailing machines, and a study of "how to pack better" for mailing purposes will be published in early issues.

"Shipping Management" would like to invite all traffic managers, shipping managers and executives in the field to contribute their ideas, suggestions and articles for the benefit of the industry. In some cases a timely tip will result in the arrival of a Special Correspondent who will take down an "on the spot" story. Let us have those tips! Wherever possible staff

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JANUARY, 1950

Vol. 15, No. 1

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Published 10th of each month by Shipping Management, Inc., 425 Fourth Avenue, New York 16, N. Y. Telephone MUrray Hill 3-6280-1. Western Office, 549 W. Randolph St., Chicago 6, Ill. Telephone CEntral 6-5164. Sylvan Hoffman, President; Larry S. Harris, Vice-President. Publication and editorial office, 425 Fourth Avenue, New York, N. Y. Not responsible for safety of manuscripts or pictures.

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Subscription price \$3.00 per year in United States, its possessions and Canada. All other countries, \$4.00 per year. Published in U. S. A.

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JANUARY, 1950

VOLUME 15

NUMBER 1

"An ounce of Prevention . . ."

Controls Shipments In ADVANCE

By D. R. DOMINIE
Traffic Manager, Polaroid Corporation
Cambridge, Massachusetts

IN TRAFFIC MANAGEMENT, the old axiom "an ounce of prevention is worth a pound of cure" has a very pertinent meaning. It is the difference between "tracing" and "expediting"; between plant stoppages and continuous operation of production.

"Tracing" is a formality, a word used optimistically by the uninitiated. The Traffic Manager knows differently. He knows that when he receives a call from production, sales, or purchasing to trace a shipment that the damage is already done. The fact that he receives the call means that the shipment is already late. The element of time has been lost.

The best the Traffic Manager can do now is to locate the shipment. But locating does not put the material into the production line nor does it prevent the stoppage of work. Tracing then is at best a poor "pound of cure." The patient was sick, the damage was done and regardless of how good a job the Traffic Manager does now, the plant has suffered.

How to Alleviate This Situation

What then can the Traffic Manager do to alleviate this situation; to inject the ounce of prevention into the workings of an industrial concern so that assembly lines continue to roll and production remains constant?

First, he must make the rest of management conscious of the fact that he is an expert in his profession, the profession of transportation. He must build up the confidence of the rest of the company in his abilities.

Secondly, he must then educate all departments to consult him *before* an important or critical shipment is to be made by a supplier. Better than that, once the material is ready to move, the entire matter should be put into the hands of the Traffic Manager.

Such a system would give the Traffic Manager control

of the shipment from the very *start*. It is this control at origin which is so vital in expediting a critical shipment, for the Traffic Manager can now steer the shipment as he wishes.

Controlling Difficult Shipments

How does a Traffic Manager control such a shipment?

First he picks the fastest and yet most economical route and carrier. Obviously air is fastest but by the same token it is the most expensive. If at all possible the Traffic Manager will try to select a fast routing by some other means.

Secondly the Traffic Manager will select a route with the least number of transfers, for these spell time lost as well as create a possibility of the shipment becoming lost, misdirected or just stalled. If the least doubt exists as to the possibility of an unknown transfer point or a non-scheduled run, the Traffic Manager must double check to make sure.

In other words, *before* the shipment is made the TM must clear the way for this important move. He must know where, how and when this shipment will travel. Knowing these three factors constitutes half the battle.

Following Through

Next the Traffic Manager must stay with the shipment while on route. As soon as shipment has gone forward he gets immediately from originating carrier the waybill or pro number and the forwarding. The waybill or pro number is most important for from now on this will constitute the identification for all concerned. Like a prisoner the shipment loses its name and becomes a number. The forwarding indicates the route and specific vehicle, car or trailer in which the shipment

(Continued on Page 25)

Recent Developments In Palletized Expendable Tier Packs

By J. E. MACARTHUR
Superintendent Carton Division
A. C. Spark Plug Division
General Motors Corporation

BY WAY OF INTRODUCTION to a broad subject we will attempt to illustrate how and where palletized loads have been successful in the automotive parts business and also dig out some of the many incidents where failure has occurred.

These failures have in most cases acted as a preliminary step in the development of a successful palletized load for that product.

It must be recognized that much of what is contained in this report is "old stuff" to most of you but thru a periodic grouping of our thoughts in this manner we take another step towards evolving an exact science of using basic materials for packing.

Since practically every operation in large automotive plants have been studied at some time for excessive handling or waste motion the need for mechanical handling of material has been well established. Fork trucks and pallet dollies are common words to the manufacturer. With the development of this equipment the need for palletized loads was next.

Returnable containers are used and have been for many years in many plants. The high initial cost, added freight charge both ways, cost of repair and expensive accounting procedures spurred the development of the expendable or non-returnable container.

Three General Types

There are three general types currently in use, each having its own particular strong and weak characteristics.

The first, which is slowly coming to the front, is formed by gluing cartons on a slip-sheet. Special industrial trucks with wide forks equipped with a hydraulic push-pull arrangement, grasp the edge of the sheet, pull it onto the forks and transport it to its destination, such as a truck or box car. At the receiving end similar labor saving equipment is needed if the maximum benefit is to be derived. From an examination of illustrations it can be seen that the package gains

most of its strength from the fork or racks of the truck itself.

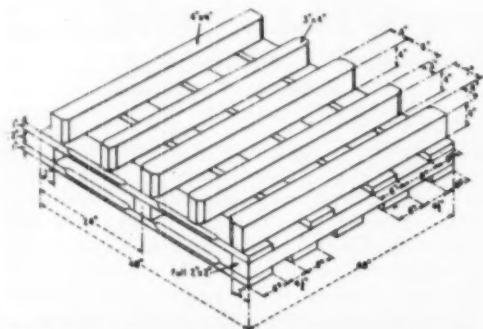
The second basic expendable pallet method is widely used and has assembled interior partitions. These are located in tubes, trays or cartons which when properly banded or glued on either a wooden or paper pallet give the type of protection required by parts containing glass or fragile sections.

The third method consists of a strong wooden pallet but with a comparatively weak super structure consisting of half slotted cartons and a cover or tray covering each layer. Taped tubes and telescoping trays are a variation. This style of expendable tier-pack performs best with parts which are strong in themselves, lending strength to the pallet pack.

How Select Pallets?

The answer to "Which one should we use for our product?" cannot be selected indiscriminately from the types. All facts must be examined before any one style can be applied.

Since expendable pallet-packs were designed to save



The "Take-It-Or-Leave-it-Pallet" represents an ingenious solution to the pallet problem. The pallet has five 4" x 4" runners in its upper or "leave-it" deck so that goods may be lifted right off it by inserting forks in the channels, and a lower deck which makes it possible to "take it," that is, the pallet, along with the goods.

A talk delivered in the Packaging and Materials Handling Institute conducted by the Society of Industrial Packaging and Materials Handling Engineers under auspices of the School of Business Administration, Wayne University, Detroit, October 3-7, 1949.

indirect labor and labor is money, COST is usually the greatest single factor after it is established that the product will arrive in good condition.

As a base for cost comparison we suggest a conventional carton pack. Our own experience with returnable type containers over a period of years showed a break-even with cartons. Thus even if the expendable pallet pack has only negligible initial savings over the returnable, all indirect savings are at least realized.

The testing for "arrival in good condition" is a subject in itself. Certainly the actual shipment is the acid test. Because of the size of the pack standard current testing equipment is not adequate. Further because of its large size and weight it receives somewhat preferential treatment from freight handlers at transfer points. This seems to point to new sets of standards. Through static loading we are at present developing tests to see if there is a parallel between our lab results and actual conditions.

Humidity, vertical sections, partition pieces, glue, banding, type of flute, among others, are considered by eliminating one variable at a time. From the illustrations, starting with half slotted cartons placed on a pallet we obtained a minimum static loading. Humidity was the same in all cases. By gluing between vertical surfaces a 10% gain was accomplished. A vertical scored pad in each outer corner jumped the maximum load by 30%. Changing to a four cornered pad in each outer corner gave a 40% increase. These results plotted on a chart show graphically the characteristic curve of this particular pack. It is also interesting to note the final loading was obtained with relatively small increase in cost.

First Tier Pack

The automotive fuel pump was the first attempt at an expendable tier pack made at AC. The fuel pump was selected because it was considered the "toughest" product we had to ship in this manner. In May, 1948 the first trial shipments were made to the Chrysler Jefferson Plant in Detroit, Buick in Flint and Kaiser-



A type of expendable pallet making use of corrugated paper pillars for bottom supports.

Frazer at Willow Run. We immediately found wholehearted co-operation in developing this idea further. A rapid transition took place towards strengthening the pack. Early failure showed paper post pallets were not then entirely suitable for this application. Since fuel pumps had either been shipped in heavy expensive wooden returnable containers or regular slotted cartons with assembled partitions our cost was well established. Due to its greater weight the pallet pack could not be thrown around, this permitted us to eliminate practically all individual protection. In spite of glass bowls, protruding rocker arms, soft metal air domes and machined surfaces the pumps carried better than the old style pack.

In the early stages on-the-spot checks were needed to determine the exact weaknesses. Later whenever a pack collapsed photographs were immediately sent back for examination.

Redesign Necessary for LCL

If we attempt less-than-carload or truck-load shipments in the future we believe a redesign of the presently used style of half-slotted carton with a tray cover all glued on a wooden pallet will be needed. The lack of adequate mechanical handling equipment at many transfer points is still the biggest single deterrent. LTL shipments to Nash in Kenosha were abandoned for this reason.

These same fuel pumps can be packed in either of the two basic styles. The pull-pack is not used at present

(Continued on Page 29)

Official Safe Transit Label Adopted by Leading Mfrs.

Nine top-ranking manufacturers of finished metal products have adopted the official Safe Transit label signifying that their packaged goods has passed the pre-shipment test standards prescribed by the Porcelain Enamel Institute-sponsored National Safe Transit Committee, and nine commercial laboratories have been officially certified to perform the Safe Transit pre-shipment tests.

Companies which have so far been authorized to use the Safe Transit label are:

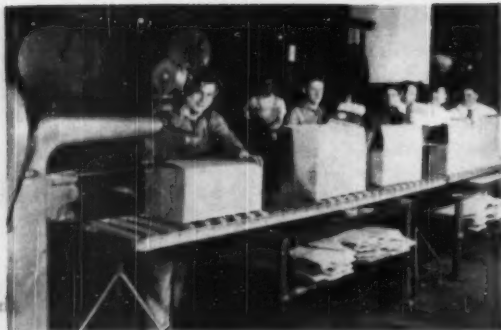
A. J. Lindemann & Hoverson Co.
American Stove Co.
General Electric Co. (Erie)
Geo. D. Roper Corp.
Malleable Iron Range Co.
Norge Div., Borg Warner Corp.
Philco Corp., Refrigerator Division
Tappan Stove Co.
Westinghouse Electric Corp.
(Mansfield, O. E. Springfield, Mass.)

These companies have agreed to comply with National Safe Transit Committee standards by submitting

(Continued on Page 26)



The Bottom Fold (Out). Designed for downward compression strength where heavy stacking is involved. This style is used effectively by radio and electrical manufacturing firms when shipments must be treated as fragile.



One piece End Fold. Designed for all round utility, features uncreased bottom and side panels. This style has cut handling in the Adolph Gobel Inc. Brooklyn plant by 65 per cent. Illustration shows special shelves installed under packing conveyor to expedite packaging during peak production.

Newly Designed Corrugated Containers EFFECT BIG PACKING SAVINGS

By **CLIFFORD H. KEITH**
Coordinator For Research, Victory Container Corp.
New Hyde Park, L. I., N. Y.

THE PRINCIPAL METHOD used to reduce costs in manufacturing plants, to date, has been to cut the cost of purchasing. For this reason little thought had been given to more efficient handling and shipping methods prior to World War II. With the advent of Materials Handling as a science a trend developed toward creating better plant flow and using methods as an additional means to cost reduction. This fact was used as the basis for research conducted in large plants by Victory Container's packaging and methods engineers.

This research brought to light several very potent facts.

Four Important Discoveries

One: In most cases as much as 40 per cent of handling could be saved by better factory planning.

Two: In many large volume manufacturing plants the cost of packaging and shipping of an item equalled or exceeded the profit realized by the manufacturer.

Three: During peak production periods the main bottlenecks and most confused areas were centered around packing and shipping.

Four: Over 90 per cent of the cases showed that the cost of time and labor required in preparing an item for shipment exceeded the purchase price of the shipping container.

Systems of Sealing

Sealing machines have stimulated the flow in large volume plants where a major portion of the shipping is standardized. No plant can maintain runs in all sizes in sufficient quantity to warrant sealing equipment due to the high cost of such machinery. For this reason 85 per cent of all shipping containers are set-up and sealed by hand. In small volume or custom merchandise packing plants all set-up and sealing must be done individually. The successful efforts of handling men to standardize shippers has simplified storage and set-up as well as inventories. However, with the advantages of these changes packers are still faced with their original problem of the high cost of setting up and sealing by hand.

How To Do It Better

This information plus the knowledge that the chief sales factor for any concern is to show his customer how

(Continued on Page 30)

IS QUALITY MARKING EXPENSIVE?

NO — It Cuts Losses

Says JOHN M. MILLER
Secretary Freight Claim Council
American Trucking Associations, Inc.

THE TREMENDOUS GROWTH of shipments in the Trucking Industry in the past few years has naturally focused the spotlight attention of the industry on the importance of correct address marking methods. The very life blood of the Trucking Industry is the handling of shipments of all types . . . and the prompt delivery of these shipments without loss or damage.

While exact statistics are not available, we estimate that in 1948, our Industry paid approximately \$30,000,000 for loss and damage. This figure, though seemingly large, is comparable with those of other shipping methods.

A great deal of this \$30,000,000, of course, can be charged to damage occasionally incurred in normal handling. In any operation of this size, a certain amount of this must be expected and very little can be done about it.

But . . . here is something we, or rather you, as the Shipper, can do something about. It is estimated that of this \$30,000,000 loss, almost \$10,000,000 was for claims for shortage of entire packages, resulting primarily from *faulty marking or no marking at all*. This is sheer waste. Much of this loss could be prevented if all Shippers used correct marking methods.

Cheap Marking is Poor Economy

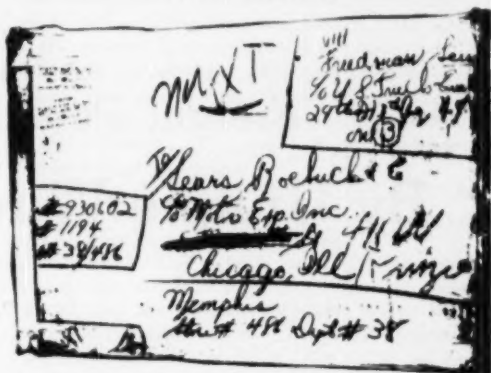
It is easy to see how these losses occur. With the growth of the Shipping Industry, many new Shippers have come into the picture. Quite a few of these Shippers are honestly not aware of the requirements of good marking to prevent loss of their shipments. Others think they are saving money trying to do it in the cheapest way. This, of course, is false economy. Lost shipments, due to improper markings, must be paid by the carrier. In some instances the loss may be covered by cargo insurance but in the final analysis, the loss is paid by the Shipper through increased rates.

Truckers handle shipments addressed in every conceivable manner, many of which inevitably lead to loss. For example: Tags, which are illegible and easily torn from the package in handling, stickers, that come loose of their own accord or rub off against another package, illegible hand markings in crayon that become obliterated when coming in contact with other shipments.

Many shipments addressed in this fashion are doomed to loss before they have started on their way.

Since the Shipping Industry and the Trucking

(Continued on Page 27)



Example of a poorly addressed shipment, the type which often leads to confusion on the carriers part and contributes to high freight losses and insurance rates.



Clear legible stencil addressing helps carriers get shipments to their proper destination with a minimum of delay and loss.



Left: After a 630-pound Crescent 20-inch band saw has been assembled practically ready for use, it is skidded a few feet from the assembly line to be packed by one workman for shipment. Here, he takes the first step in packing—placing the special interior packing atop the saw table that is further protected by paper against marring.



Right: The workman places in position the 72-inch one-piece wirebound wrap-around "mat" that comprises the four crate sides. Note how bottom end cleats of the sides will engage the under edges of the base and the intermediate cleats will engage the interior packing, upon which rests cartoned accessories.



Left: The final step in assembling the four parts of the wirebound crate proper—the base, sides, interior packing, and top—is to place the crate top in position.



Right: The hood for the crate consists of only two parts—a four-section wirebound "mat," shown being folded into shape here, and the top.

Freight Penalties Eliminated By Unique Wirebound Package

TWO unique shipping containers are used by the Crescent Machine Division of Rockwell Manufacturing Co. for its bulky and heavy products—the 630-pound Crescent and Delta 20-inch band saws that stand over seven feet tall and the 850-pound new Delta 12-inch tilting arbor saw that has a girth of 14'4".

Wirebound crates of novel designs are used for both machines because of the extraordinary problems they present.

The 20-inch band saw is packed in a wirebound crate, plus a relatively small wirebound hood. The latter was developed to enclose the top of the tall saw that protruded through the top of the crate proper.

The crate itself consists of a heavy skid base upon which the machine is assembled, a one-piece wirebound wrap-around "mat" 72 inches wide that comprises the four sides of the crate, a special piece of interior packing that is laid atop the table of the saw, and the crate top.

Penalty Charged

When packed only in this crate, a freight penalty was charged because the machine was not entirely covered by the crate. The penalty amounted to over \$8 per saw on shipments to the West Coast from the Crescent Machine Division plant at Leetonia, Ohio. Despite this penalty, however, the company found the

wirebound crate to be highly economical as compared to the type crate it formerly made itself.

This economy resulted from a 57 per cent slash in tare weight, from 245 pounds for the old crate to 125 pounds for the wirebound crate, a cut in crate displacement so that four more saws could be loaded per car, and elimination of shipping damage due to container failure and of damage due to ordinary shipping shocks and jars.

Eliminating Penalties

Freight penalties were eliminated by designing a wirebound hood (pre-assembled of only two pieces) that is slipped over the protruding top of the saw, and nailed to the top of the crate. The hood consists only of a one-piece wirebound "mat" and the top. It is assembled quickly in the packer's spare time.

The 850-pound new Delta 12-inch tilting arbor saw presented Crescent Machine officials a new problem because of its girth—14'4" around the table and 9'5" around the base of the cabinet. This requires about 15 feet of wirebound "mat," a length not unusual, but considered by company officials to be unwieldy.

The problem was solved by wirebound shipping container engineers who designed a wirebound crate consisting of a heavy skid base upon which the saw

(Continued on Page 31)



D. H. Dominic's

"LISTEN, Mr. Traffic Manager"

SOME OF THE MOST TRYING incidents in Traffic Management completely by-pass the carriers and resolve themselves into a diplomatic "battle" between consignee and consignor. This is particularly true where the Traffic Department of a large concern has to deal with hundreds of small dealers whose knowledge of Traffic Management is admittedly on the low side. The best indication of a well trained Traffic Manager under these circumstances is that he "holds his temper."

Most common of these "incidents" is the dealer who, having ordered material F.O.B. contractor's plant, writes in that he has not received the material on such and such an invoice and therefore will not pay the invoice. The Traffic Manager, trying to keep his blood pressure down, then drafts a polite letter to the consignee informing him that although the material has not been received, legally claim should be entered by the consignee with the carrier and that invoice should be paid to the shipper. Invariably the answer comes back "we are not in the habit of paying for material not received, etc., etc., etc."

Obviously, these small dealers know nothing of the proper procedure. Consequently, the consignor shoulders the claim just to make certain of payment. Consignee of course could be brought into court but this is costly and creates ill will. Most large shippers find that it is easier to inform the consignee in diplomatic but firm language that his theory is wrong and then proceed to handle the claim themselves, allowing credit to the dealer only upon settlement of the claim.

Second most common of the complaints which do not involve the carriers is that of a customer who deducts transportation costs from his invoice stating that shipment was not made via the cheapest way. Such a claim is legal if the terms and method of shipment are specified on the customers purchase order. However, in most instances nothing is mentioned which in effect leaves the routing to the shipper providing such routing is "reasonable." "Reasonable" in this case does not necessarily mean the cheapest method. Many shippers realize that Parcel Post on certain shipments might be a few cents cheaper but use express because it is much quicker and easier in their shipping operation.

Along the same lines, many customers complain that their order was shipped in two cartons whereas if it

had all been packed in one carton the transportation costs would have been cheaper.

This may very well be true but here again, if a shipper has certain standard, stock packs it is his right to ship in that manner.

What it boils down to is this! Although it is recognized on F.O.B. plant shipments that the material is the property of the consignee when shipment has been made; the shipper or consignor does and can exercise certain privileges and rights which will aid his own operation despite the fact that it may cost the consignee more. The consignee must realize that by standing these minor added costs he is actually saving, for were the shipper to follow each customers whim the ultimate result would be an increase in the selling price of the material.

★

We had a problem recently which had us guessing and perhaps still has. A customer placed an order for certain materials which unfortunately were not all in stock. A partial shipment was made and the balance of the material back ordered. A few weeks later the balance of the order was shipped. Consignee refused to pay the transportation charges on the second shipment claiming that they do not pay such charges on partial shipments. No such mention was made on consignee's purchase order.

What was the answer? We could find no previous decisions on such a case and therefore our answer could only be based on personal experience.

We concluded thusly: First, it was not the consignee's fault that material could not be sent as one shipment. On

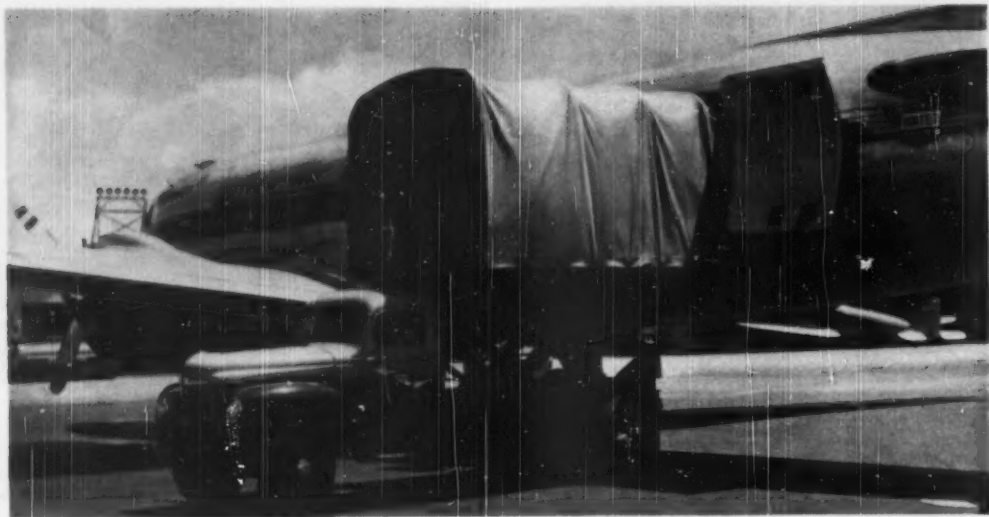
(Continued on Page 28)

Library Assembly Line



The New York Public Library in New York City uses "assembly-line" tactics in processing over 200,000 new books a year with protective jackets. The Library reports that one person can process up to 250 books per hour as compared to only 35 by hand. More of the Library's budget is now used for new books and services instead of operating expense.

Photo and Caption Courtesy Poldevin Machine Co.



Lift trucks can load or unload whole cargoes in one operation. The truck shown hoists several tons of cargo 12 feet above the ground.

AIR FREIGHT

This Lusty Infant Is Growing Fast

By M. P. BICKLEY
Manager of Cargo Sales
United Air Lines

THE VOLUME OF AIR FREIGHT this fall will exceed all previous records for the season. This forecast is reliably indicated by daily tonnages of air carriers. At United air freight stations, for example, we recently handled 118,540 ton miles of air freight in one day, as contrasted to average daily volume of 80,000 ton miles.

What lies behind the increase? Two main factors are clear: (1) the upswing following this year's business recession; and (2) growing acceptance of air freight by industrial shippers. During the recession inventories naturally were permitted to dwindle. Now that the outlook has brightened, stocks are being hastily replenished. Air freight offers a swift, effective way to keep inventories adjusted to economic fluctuations.

As for the growing acceptance of the scheduled airlines' air freight, these figures show its rate of development. In 1945 there were 1,403,420 freight ton miles flown. In the following year this figure rose to 18,412,459. It jumped to 40,702,258 freight ton miles in 1947, and last year the total exceeded 69,000,000. During the first six months of 1949 the airlines carried 43,065,

968 freight ton miles, or 42.1 per cent more than in the same months of 1948.

Still in Its Infancy

Despite impressive tonnages already chalked up, industrial air transportation is still in its infancy. But the infant is growing at air speed, rather than the usual pace. This is borne out by the annual increase in airports. Three years ago there were 4,490 airports in our country. By 1947 there were 5,258. Last year the number was expanded by 16 per cent, totaling 6,100 airports.

Increased regularity and dependability of airline service, especially in winter months, also has contributed to the stature of air freight. During 1948 United scored a 33 per cent improvement in on-time performance. The progress of the entire airline industry in this regard is strikingly shown by comparing seasonal flight statistics at New York's LaGuardia Airport.

During December, 1946, and January and February, 1947, adverse weather at LaGuardia caused air traffic congestion that delayed or cancelled 87 per cent of all airline instrument flights. Specifically 3,877 flights were cancelled and 4,582 were delayed an average of 33 minutes each.

In corresponding winter months of 1947-48, and under

Paradoxical as it may seem, M. P. Bickley, manager of cargo sales for United Air Lines, entered aviation because of his experience in railroading.

Back in 1929, Bickley, then a traffic representative for the New York Central System in Tulsa, was called in to help set up a traffic department for the newly-organized Southwest Air Fast Express Company, which was to operate planes between St. Louis, Kansas City, Oklahoma and Texas. Primarily, the new company was designed to expand the usefulness of air speed to the oil industry.

It was in 1935 that Bickley joined United Air Lines as traffic representative at Newark. He later served as district traffic manager in Philadelphia and New York.

On his return from military service, Bickley was assigned to United's Chicago headquarters as manager of cargo sales, which position he still holds.

similar weather conditions, 79 per cent of all airline instrument flights landed without delay. Not a single flight was cancelled because of air traffic congestion. Only 555 flights were delayed in contrast to eight times that number the previous year. And to top it off, the average delay was 11 minutes instead of 33.

What is the significance of improved airline service, mounting air freight tonnages, and the growing number of airports? For one thing it means that shippers throughout the country are reorienting their attitudes. No longer are rail, truck and steamship the sole agencies of trade and commerce. Air freight has been added to the shippers' potential. This applies to almost every shipper, since virtually all products of field and factory can be air freighted.

Varieties Increasing

Look into an air freight office and you'll find a surprising variety of items, ranging from baby chicks to machinery that weighs four or five tons. Certain kinds of materials are of course naturals for our Cargoliners. Among these are medical drugs, pharmaceuticals and apparatus, such as iron lungs, classified as emergency shipments; replacement parts for key units of machinery; raw materials for assembly lines short on inventory; films and photographic supplies; magazines, newspapers and other printed matter, plus plates for ads; ready-to-wear hats, dresses and other garments; and, obviously, perishables—meats, seafood, cut flowers and vegetables.

The scope of air cargo constantly is expanding beyond these special goods. More and more shippers are turning to the airways in order to increase their distribution range and to whittle down inventories at regional warehouses. The latter, perhaps, is one of the most potent advantages inherent in air freight. To manufacturers, the airways extends the possibility of shipping direct from plants to retail outlets. This practice in the future may well revolutionize accepted standards of warehousing and merchandising.

Air freight is old enough to have demonstrated its value, but is young enough to continue to improve its

services and potential capacities. It also is young enough to be considered a novelty by some industrial shippers. Let's examine, therefore, some of its materials handling aspects.

Packaging Still Developing

Packaging for air freight is still in the development stage and there are as yet few inflexible packaging specifications. A good rule to follow, not only for air freight but for any other method of transportation, is to package in accordance with the nature of the cargo.

There's a tendency to eliminate packaging of some items when sent air freight. Heavy machinery, for example, can go aloft without the crating required by surface carriers. Engines are acceptable for Cargoliner conveyance when merely wrapped with protecting film and mounted on a standard supporting rig. General procedure is to reduce crating and packaging to a minimum so that loads will be as light as possible.

If an air shipment is to reach final destination by surface carrier, that fact must be considered. Surveys disclose that 35 per cent of air cargoes are consigned to "off-line" points, which means that both ground and air transit must be coordinated. When ground transportation is not involved, the packaging of air freight may be based on the principle of keeping weight low. When air and ground transportation are to be used, the air shipment must be packaged in accordance with standards for handling on surface carriers.

Special Packing Techniques

Air lines have tested many packaging techniques, coverings and containers especially suited to the articles enclosed. Serviceable and satisfactory packages have been devised for such items as chicks, turkey poulters, fruits, fresh flowers, live lobsters, dresses and many other commodities.

Similarly, United and other airlines have remodeled standard airliners to equip them for the specialized job of cargo transportation. Cargoliners have oversized doors to accommodate bulky items; wet-net gates and tie-downs for securing shipments; adjustable storage space to receive fragile or loose cargo; controlled temperatures to protect perishables. In short, they can handle almost every kind of commodity packaged in almost every way.

Since speed is all-important in air shipments, it's obvious that time spent on the ground in loading and unloading must be sharply limited. For that reason, mechanized techniques have been adopted wherever they can replace slow, manual operations. Equipment for ground handling of air freight includes:

Equipment Speeds Loading

1. Belt loaders, powered by electricity and gasoline, for loading and unloading planes. To handle air freight the conventional belt loader often is provided with hand rails so workers can walk up to the cargo pit. A shelf frequently is placed on the edge of the loader to

(Continued on Page 30)

SIPMHE EASTERN DIVISION DISCUSSES PLANS FOR EXPOSITION AND SHORT COURSE

● "Cushioning and Cushion Evaluation" was the subject of a talk given by Mr. A. M. Underhill of General Electric's West Lynn (Mass.) works at the December regular meeting of the Society of Industrial Packaging and Materials Handling Engineers, Eastern Division, held at the Henry Hudson Hotel in New York. Mr. Underhill, an expert on the subject, also demonstrated his Cushion Meter.

Attending the meeting to discuss plans for the Eastern Division's Exposition and Short Course were C. J. Carney, Jr., Managing Director of SIPMHE, Robert Baer of SIPMHE, and Dean Rountree of Temple University. The National Exposition of SIPMHE will be held in Philadelphia, September 26 to 29th inclusive. W. Gordon Bennett, Chairman of the Eastern Division, has been invited to be Chairman of the Exposition.

PROTECTIVE COATINGS CORP. BUYS ATLAS PACKAGE

● Protective Coatings Corporation, formerly of Belleville, N. J. and now located in its new plant at 510 River Road, Delawanna, Clifton, N. J., has just announced the purchase of Atlas Package and Container Corporation of New York City. While no price was given, Dr. H. A. DePhillips, president of Protective, revealed that the purchase involved all tangible assets, trade names and goodwill of Atlas.

Mr. Marvin F. Atlas, former owner of Atlas Package and Container Corporation, was elected vice president and general manager of Protective Coatings Corporation. Mr. Atlas has been active in the packaging field for the last twelve years.

Acquisition of Atlas' equipment included in the purchase will double Protective's capacity for the production of packaging products and materials at the new location. This consolidation of operations will also place Protective Coatings Corporation in a better competitive position through increased efficiency, as well as through expansion of the line of packaging products now possible.

ROSENTHAL OF STEIN-HALL TO HEAD INDUSTRY DIVISION OF 1950 NEW YORK HEART CAMPAIGN

● Morris S. Rosenthal, president of Stein, Hall & Company, Inc. will serve as Chairman of the Exports and Imports Division of the 1950 New York Heart Campaign. Mr. Rosenthal's acceptance of the post was announced by William C. Langley, Chairman of the Commerce and Industry Committee of the New York Heart Campaign. Mrs. Arthur Baer is General Chair-

man of the drive to raise \$750,000 in the fight against heart disease through a program of research, service and education.

Mr. Rosenthal was Assistant Director of the Board of Economic Warfare in charge of Office of Imports from December of 1941 to August, 1943. He is President of the National Council of American Importers; a Trustee of the United States Council of International Chamber of Commerce; Vice Chairman of the Foreign Commerce Department Committee and member of the Policy Committee of the Chamber of Commerce of the United States. Mr. Rosenthal is a former lecturer on Foreign Trade at Columbia University and at the College of the City of New York; and he is the author of "Technical Procedure in Exporting and Importing," as well as a contributor to various publications.

JEROME F. GOULD LEAVES BOARD OF ACORN PACKING TO HEAD OWN COMPANY

● Announcement has been made that Jerome F. Gould has left the Chairmanship of the Board of Acorn Packing &



JEROME F. GOULD

Packing Corporation to form the Jerome F. Gould Corporation with headquarters at 1819 Flushing Avenue, Brooklyn. The company will engage in every phase of the field of packing and packaging and affiliated services.

NEWLY ELECTED 3M'S PRES. EXPECTS GOOD YEAR IN 1950

● Richard P. Carlton, recently elected president of the Minnesota Mining & Manufacturing Co., looks forward to 1950 as a year of "continued growth and increased sales" for his firm.

Summing up operations for 1949, Carlton recalled that at the end of the third quarter 3M sales were \$83,200,660, an increase of \$3,400,000 over the same period for 1948. "And it looks now as if

our 1949 total sales will be higher than the \$108,000,000 record we set in 1948," he predicted.

A number of new products were introduced during the year which were well received and show promise, he noted.

Among these are an "amazingly strong" filament tape for shipping and packaging, a new ceramic tile adhesive which can save as much as half a ton of weight in tiling a bathroom or kitchen, a machine for mass production of pre-recorded reels of magnetic sound tape, a mailing-piece sealer designed to use the firm's pressure-sensitive tapes, "Lacelon" plastic ribbon and a simple-to-use autobody sealing compound.

"The same research effort which produced these products will be put to use on many more ideas during the coming year," Carlton said. "That, along with aggressive merchandising, should provide the basis for continued growth and increased sales in 1950."

LARGER QUARTERS ACQUIRED BY RCS TOOL SALES CORPORATION

● RCS Tool Sales Corporation, national sales agents for the famous Super-Saw, have moved to new offices in the Chalstrom Building, Joliet, Illinois. The new offices occupy the entire block length on the west side of the Chalstrom Building and comprise nearly 8,000 feet of floor space.

Francis S. Russell, President of RCS Tool Sales Corporation stated sales have increased so tremendously that they needed additional facilities for the accounting and bookkeeping department. The company had to have space to accommodate additional personnel.

ROBERT GAIR CO. PURCHASES STOCK OF PREMIER PAPER BOX LTD., CANADA

● George E. Dyke, president of Robert Gair Company, Inc., New York, manufacturers of paperboard, folding cartons and corrugated containers, has announced that its Canadian subsidiary, Gair Company Canada Limited (Toronto, Ont.), has purchased the capital stock (and also the buildings and real estate previously under lease) of Premier Paper Box, Ltd., Montreal, Canada.

Mr. Dyke states that this purchase will expand the folding carton operations of the Canadian subsidiary considerably, and will enable it to provide better service in Montreal and in the Province of Quebec.

SCHEDULED AIRLINES SHOW 13 PER CENT INCREASE IN GROSS REVENUE IN 1949

● An estimated increase of 13 per cent over 1948 gross revenues will be shown in

(Continued on Page 33)

★ TRAFFIC REPORTER ★

The New York Traffic Club had its Annual Christmas "Open House" Party in the Traffic Clubrooms, Hotel Biltmore. The Annual Banquet of the Traffic Club of New York, Inc., will be held February 16th at the Grand Ballroom, Commodore Hotel.

The Hotel Sheraton was the scene of the Annual Dinner of the Worcester Traffic Association held in January.

Carol Singing and Exchange of Gifts featured the Christmas Party of The Women's Traffic and Transportation Club of Baltimore (Md.), held at the Park Plaza Hotel in that city.

Well over a thousand dollars has been contributed to the Cerebral Palsy Society of New York by The Women's Traffic Club of New York, as proceeds of a Luncheon-Bridge. At the regular meeting in January, Mr. Charles E. Blackford, III, spoke on "What Happens When An Atomic Bomb Falls." At the Christmas Dinner meeting of the Club gifts were donated for the Walter Scott Free Industrial School For Crippled Children, Inc., and the children of the New York Association for The Blind.

Teil W. Brandes, traffic manager for the Rexall Drug Company, was elected president of the Los Angeles Traffic Managers' Conference for the coming year at the group's annual dinner December 1. He succeeds Willis E. Maley of the Pacific Coast Borax Company.

The following officers were elected by The Bronx Traffic Club (N. Y.) for the year 1950:

President, Harry Baron, Colonial Mills, Inc.
Vice-President, Vincent Sapienza, Associated Transport Co.
Treasurer, Norman F. Carlton, Unit Venetian Blind Supply
Secretary, Frank Bissinger, Union Pacific Railroad.

The Club held a Dinner Dance at The Concourse Plaza Hotel on Saturday, January 21, 1950.

The Fresno (Cal.) Transportation Club held their annual Christmas Party early in December.

The Annual Oyster Bake of the York (Pa.) Traffic Club was held early in December at the Manufacturers Association Building in York.

Charles M. Whitney, Worcester Traffic Club member, has suffered a series of personal and familial misfortunes. Popular for many years as Softball Umpire for the Traffic Club,

(Continued on Page 33)

Still another shipper cuts handling costs, damage claims with ACME STEELSTRAP



Pallets loaded with television cones are strapped together with Acme Unit-Load Bands. This unit is free to move and absorb transportation impacts.

Two hundred television cones can be handled easily at one time when secured to a pallet with Acme Steelstrap.

T-V part-maker also cuts unloading time 92%!

The Milwaukee Metal Spinning Company, pioneer manufacturer of metal television cones, finds Acme Steelstrap and Unit-Load band the perfect shipping method for its easily damaged product.

The metal cones, strapped to pallets, are loaded into half of a railroad car. A gate is placed at each end of the grouped pallets, which become a "floating" unit when bound together with Acme Unit-Load bands. The other half of the car is loaded in the same way.

This dependable bracing method assures perfect delivery, and, under normal conditions, a car can be unloaded in 1½ man-hours. The old way of using wood braces required 18 man-hours for unloading.

More than 40,000 other users prove 9 out of 10 companies can ship safer . . . and at less cost . . . with Acme Steelstrap and Unit-Load band. Find out how you can save, too. Mail the coupon today.

STRAPPING DIVISION ACME STEEL COMPANY

NEW YORK 17

ATLANTA

CHICAGO 8

LOS ANGELES 11

ACME STEEL COMPANY, Dept. SM-10
2838 Archer Avenue, Chicago 8, Illinois

- ☐ Have representative call.
☐ Send booklet, "Savings in Shipping."

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

NEW PRODUCTS & LITERATURE



AMA CHECK LIST

The American Management Association has published "Progress in 7 Fields of Management—1932-1949," a complete bibliography of its publications during the past 18 years on the following management subjects: personnel and industrial relations, insurance, marketing, office management, production, finance and packaging.

Included in the listings are research studies in production, personnel administration, marketing and insurance which resulted from pioneer investigations of current business problems; and proceedings of conferences of the seven AMA operating divisions, at which executives in all industries exchange information and experience in improving management practices.

More than 600 publications, the work of over 2,500 authors, are listed.

Material published in recent years is available from the American Management Association. Publications that are now out of print, AMA said, are available in business libraries and in the business sections of public libraries throughout the country.

STRONGEST TAPE

A tape claimed to be the world's strongest with a pressure-sensitive adhesive has been announced by Minnesota Mining and Manufacturing Co.

Irvin Danielson, 3M company packaging research engineer, in a paper presented before the Michigan chapter of the Society of Industrial Packaging and Materials Handling Engineers said, the new tape will be especially valuable in strapping fibre-board cartons, in addition to banding steel coils and pipes.

Danielson pointed out that it was the third filament tape announced by the 3M company this year—and nearly three times stronger than the first two tapes, which were announced last January and April.

The new tape has an acetate film backing, and has glass filaments instead of rayon—thousands of parallel filaments that run lengthwise with the tape.

The filaments are permanently imbedded in a resilient, shock-proof rubber adhesive on the tape, Danielson said—reinforcing the tape "like steel rods reinforce concrete."

The two earlier filament tapes announced by the 3M company had a tensile strength of 175 pounds per inch of tape width—record-breaking strength at that time, for tape with an adhesive coating. The new tape provides 500 pounds of tensile strength per inch of width.

CONVEYOR-MARKER

An effective marking unit to work in conjunction with conveyors has been a long-felt need of packers and shippers. The Conveyor-Marker of Algene Marking Equipment, Inc. is claimed to effectively answer this problem with a completely new machine which does the following jobs:

1. Makes one impression on each package on the identical spot on every package.
2. Can be used with different size packages moving along the same conveyor.
3. Marks on top, bottom or sides. Spacing attachment in conjunction with adjusting rods, places your mark in any spot on the package.
4. Mobile! Quickly fitted on any gravity conveyor, power or automatic sealing machine. Can be used manually, too. Installation necessitates no change in present or future equipment.
5. Printing area is as high as 3 inches, as long as 8 inches. Accepts cuts, logos, types and interchangeable type.



6. Prints on both absorbent and non-absorbent surfaces. Prints in any color.
7. Two self-inking rollers, one on each side of printing cylinder, insure even, clear impressions.
8. 11,263 clean, clear, precision impressions from one inking, by actual test. The last impression as easy to read as the first.
9. May be used in conjunction with a counter. Your packages are marked and counted in one easy operation.
10. Precision engineered and ruggedly built to withstand years of the roughest use.

CORRUGATED MATERIALS KIT

A reference file of actual samples of corrugated materials, covering a broad range of types and grades, in a kit small enough to keep on the corner of a desk, or on a book-shelf is offered by Chippewa Paper Products Co.

Called the Chippakit, it holds more than 20 labeled samples of Chippalex Flexible Corrugated, and Chippewa and Chief Single-Faced Corrugated, in the various

weights, facings, flutes, etc. Full identification makes it easy to select the proper materials for developing new or improving old packages or shipping methods. Yet this handy and attractive little file is only 8 1/2" long by 3 5/8" high and takes up less room than many reference books or catalogs.

Those responsible for selection of Corrugated packaging and shipping materials may obtain Chippakits from paper merchants or by writing to the manufacturer.

If you wish more information about the products mentioned in this section, drop a post card to Allen Kaye, News Editor, SHIPPING MANAGEMENT, 425 Fourth Ave., New York 16, N. Y.

Companies having new product stories should send them to the same address.

POSITIVE LATCH JACK

The Nifty Lifter is a simple jack with a positive latch, and equipped with sturdy wheels and handle. The Nifty semi-live skid is steel bound and has hardwood top-boards for many years service. Wheels for lifter and skid are equipped with anti-friction bearings for the easy movement of heavy loads, and may be steel or rubber-tired.

To move a skid load, the operator wheels the lifter under the lifting horn of the semi-live skid. A downward stroke of the handle engages the positive latch and lifts the two skid legs clear off the floor. The load is then ready to roll easily on the anti-friction bearings. To raise a load of 2500 lbs. requires only 70 lbs. effort. To lower the skid at destination the towing handle is lowered toward the floor. The operator then pushes the thumb handle release and, by raising the handle, controls the safe and gentle descent of the skid.

A spring handle holdup keeps the handle of the lifter off the floor when not in use. Each lifter will service from four to twenty-five skids. Skids are available in load capacities up to 5000 lbs. and with a variety of super-structures: standard platform as illustrated, stake, end rack, box and shelf types.

HAND HOISTER

Lewis-Shepard Products Inc., have announced a new addition to their line of "Master" Stackers.

It is a new "Handy Hoister" of 1000 pounds capacity, arc-welded throughout, rugged but comparatively light in weight so that it can be readily moved by means of the push handles. All wheels are equipped with roller bearings and caster

(Continued on Page 33)

Wilburn Couch Wins Stoller Award Harry A. Hunt Gains Jackson Trophy

In reporting winners of the various awards given at the SIPMHE show in Detroit in October, SHIPPING MANAGEMENT erroneously attributed the Irving J. Stoller Award to Harry A. Hunt of the Burroughs Adding Machine Company. The actual winner of the Irving J. Stoller Award was Wilburn Couch, Assistant Packaging Engineer, General Motors Truck and Coach Division, Pontiac, Michigan, for a curved glass windshield, in a full floating glass pack, used in GMC Diesel busses. Mr. Hunt, Superintendent of Shipping, Packing and Receiving for the Burroughs Adding Machine Company, won the Harold Jackson Award.

Both the Irving J. Stoller Award and the Harold Jackson Award are special awards. The Stoller award was presented for the first time this year, for ingenious interior packaging and is named for its donor, Chairman of the Society's First Annual Protective Packaging Competition. The Harold Jackson Award was donated by William H. McGee and Company, Inc. and is given for the best export package which was judged to incorporate the most ingenious and effective method of preventing pilferage.

Control Shipments

(Continued from Page 13)

is being moved. It also indicates the transfer point for that shipment.

The Traffic Manager now contacts the next stop or transfer point on the forwarding and alerts them for this rush shipment. This means that when Trailer 349 or Plane flight 210 or car NYC 34129 arrive at the transfer or break point the agents at that point will be on the lookout for that particular shipment and will effect an immediate transfer. They will then wire or call the Traffic Manager informing him of the forwarding from that point. The TM will then contact the next transfer point and "protect" his shipment. This will continue until shipment arrives.

At all times the Traffic Manager has "control" of his shipment. He knows when, where and how. He has not only saved days of delay but he has also held that shipment on a definite course.

Causes of Delays

Our files and records show countless examples of delays and costly holdups because of the "loss" of a shipment by the TM.

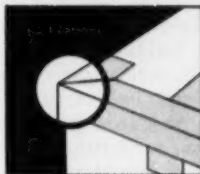
A typical and glaring example might well be in the case of an air shipment originating at Rochester, N. Y. and destined for Boston, Massachusetts. We take this route not only because of our own experience with it but because it exemplifies the trouble which might be encountered on such a run.

Rochester has two through Boston flights daily. One which leaves Rochester at 6:00 P.M. arriving at Boston



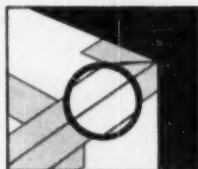
1. At the Corners

Gummed Sealing Tape Provides added strength to the carton where it is needed most—at the juncture of the open edge and the scoring of the flap. This is where the corrugation has been fractured to form a hinge for the flap.



2. At the Edge Seam

When Gummed Sealing Tape is used, the edge seam is fully protected. The flaps cannot curl at the ends and be "scuffed" open. Gummed Tape seals the open seam against penetration of dust and other foreign matter.



3. At the Center Slot

"Welded" strength is evenly distributed along both sides of the center slot and down each end of the box for at least 3 inches holding the flaps firmly and permanently in place.



When Gummed Sealing Tape is properly moistened, the adhesive becomes a sticky film which penetrates into the pores of the corrugated board. As this film hardens, countless thousands of tiny hooks are formed gripping the fibers of the box making a permanent "weld" between the tape and the carton.

With Gummed Sealing Tape, the shipping container is securely sealed on all seams and corners, top and bottom; neatly reinforced, strong, dust-tight, moisture-resistant, and ready to deliver your goods safely at destination.

No Other Closure Does So Much . . . for so little!

Write today for your free copy of "What Every Shipper Should Know About Proper Package Sealing."

It tells you how to . . .



THE GUMMED INDUSTRIES ASSOCIATION, INC.
19 WEST 44th STREET NEW YORK 18, N. Y.

at 10:00 P.M. and the other leaving at 5:00 A.M. arriving Boston 9:00 A.M.

It is obvious then that if a shipment is badly needed in Boston it can be in that city in just four hours if sent by air and providing it is sent on the through, direct flights.

However, Rochester also has countless other flights which go to New York City or Newark and transfer there for Boston.

What happens then if the Traffic Manager merely wires to the shipper in Rochester "SHIP VIA AIR TODAY?" The shipper who doesn't know or care much one way or the other about the consignee's needs complies with the instructions and ships by air. Where neither the shipper nor the carrier know of the Traffic Manager's needs the shipment gets shunted to a Newark flight.

And because Newark is a catch basin for all points in the country the shipment sneaks into a pile of other freight and stays there for two or three days. Even if anyone cared it would be next to impossible to dig out this particular shipment at that point. Net result is that three days later the shipment is dug out and routed to Boston. By then Mr. Traffic Manager is wearing a strait-jacket and his plant is shut down.

Instruct SPECIFICALLY

How could this have been averted? Simply by making the wire of instructions a little more explicit. What should have been said in the wire was "SHIP VIA AIR TODAY FLIGHT AAL No. 341." Thus the shipper would instruct the carrier to forward only by the through flight and shipment would have been in Boston in four hours.

To be doubly sure the Traffic Manager could also have wired the carrier in Rochester stating "SHIPMENT JONES COMPANY TO SMITH COMPANY BOSTON MUST BE ROUTED AAL FLIGHT 341. PROTECT AND ADVISE." Such a wire serves three functions. First it notifies the carrier of a shipment coming through and he will reserve space for it, secondly it serves to get the shipment on the correct flight and thirdly it will notify the Traffic Manager that his shipment is going forward as specified so that he can make arrangements at destination for prompt delivery.

This is just one example of how an "ounce of prevention" can be worth a "pound of cure."

In all instances it means cooperation between the various departments and the Traffic Department and it means proper preliminary groundwork by the Traffic Manager. The phone calls and wires may seem a costly item but if it stops a plant shutdown it is downright economy.

Defined briefly then, the "ounce of prevention" is actually putting the shipment in the hands of the Traffic Manager *before* the shipment is made. The ability of the Traffic Manager will then determine whether it is received in time or not. And in 99% of the cases, the shipment will come through!

Safe Transit Label

(Continued from Page 15)

their packaged finished metal products to recommended pre-shipment tests to determine whether or not the packaged products will withstand ordinary hazards encountered in handling and shipping. The Safe Transit label displayed on a package indicates that the shipper has submitted his packaged-product to the specified tests, and that it has passed them.

PRE-TESTED SAFE TRANSIT SHIPMENT

This PACKAGED PRODUCT
meets the pre-testing standards
established by the National Safe
Transit Committee and will with-
stand ORDINARY transportation
and handling hazards.

NATIONAL
SAFE TRANSIT
COMMITTEE



1010 VERMONT AVE., N. W.
WASHINGTON 5
D. C.
©

MAKE SAFE HANDLING YOUR JOB !

Manufacturers may perform the Safe Transit pre-shipment tests with equipment installed in their own plants, or they may submit their packaged-products to commercial laboratories or package-engineering firms which have been officially certified by the National Safe Transit Committee to perform the tests. Thus far, the following companies have received National Safe Transit Committee certification:

Atlas Plywood Corp.
Chicago Mill & Lumber Co.
Container Laboratories, Inc.
Don L. Quinn Laboratories
General Box Company
Hinde & Dauch Paper Co.
International Paper Co.
Ohio Boxboard Co.
Packaging Service Corp.

Quality Marking

(Continued from Page 17)

Industry are constantly growing, this "lost shipment" problem also continues to grow in size.

For example: The 1948 tonnage for the Trucking Industry was record high in volume, the number of people employed in highway transport industries throughout the country has soared to almost 5 million (one out of every 12 persons in the country), mileage travelled in the industry was well over 6 billion miles last year. Another important factor, of course, is that more and more trucks are on the roads of the nation as each day passes. Over 256,000 surplus military trucks were sold during the last five years, and in 1947 over 1,200,000 trucks were manufactured. This is almost double the number turned out in 1945. Add to this the increasing useful mileage and age of trucks on the highways, which has been mounting year after year, and you will get a clear picture of what has happened.

Stopping Losses

We, in the Trucking Industry, are of course continually aware that this growth has magnified our shipping-loss problem. To stop the losses, each Shipper, whether large or small, whether shipping Inter-city or across the nation, can do his part to lower this \$10,000,000 waste by marking the addresses on his shipment plainly, legibly and durably.

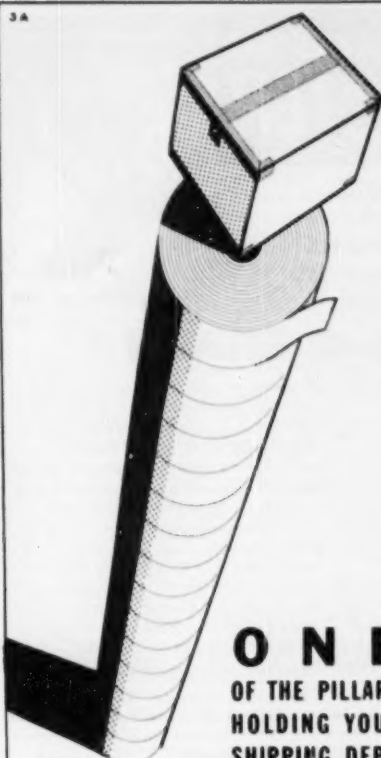
For years we have recommended Stencil Markings to Shippers of all sizes as the best, most practical and in the long run, the cheapest way to achieve faster shipping and stop losses.

There are two primary reasons why Stencil Markings are best for addressing Truck shipments. It is, we believe, the most legible and durable of all methods. There is no doubt on our part that shipments properly stenciled in large letters are off on a good start to their destinations.

Advantages

The many advantages of Stencil Markings in the Shipping Industry, almost speak for themselves. Since this is so important to Shippers and Truckers alike, however, let us enumerate them: 1. Stenciling is the plainest of all markings. Letters stand out bold and clear and can be read by everyone. 2. Use of a water-proof, weatherproof, smearproof Stencil Ink makes a permanent address which will not rub off and would leave no chance of a "lost" address and "lost" shipment. 3. The speed, ease and economy with which Stencils can be cut on the new modern type Stencil Machine. 4. The fact that these Stencils can be saved and used over and over again. 5. The standard of legibility impossible to approach in free-hand lettering. 6. A "standard" of address marking acceptable to the entire Trucking Industry and all other transportation agencies.

MEN - METHODS - MATERIALS



ONE
OF THE PILLARS
HOLDING YOUR
SHIPPING DEPT.

IS SAFE PACKAGING...

GUMMED SEALING TAPE

PROVIDES THAT SAFETY...AND

- IS EASY TO APPLY
- IT REINFORCES YOUR CARTONS
- IS DUST-TIGHT, SANITARY
- IS MOISTURE PROOF...AND

CARTONS SEALED WITH GUMMED TAPE
ARE EASY TO OPEN...NO WIRES TO
SCRATCH YOUR HANDS.

SEAL IT RIGHT WITH GUMMED TAPE

ATLANTIC GUMMED PAPER CORP.

MANUFACTURERS OF "On-to-Sea" GUMMED PAPER
PLANT & MAIN OFFICE: ONE MAIN ST., BROOKLYN 1, N.Y.

BRANCH OFFICES: PHILADELPHIA • PITTSBURGH
CHICAGO • BUFFALO • BOSTON • HAVANA

ADDRESS 'EM FASTER

- LABELS
- TAGS
- CARTONS
- PACKAGES
- BOXES

TAG-O-GRAPH JR

**10 DAY
FREE
TRIAL**

Send no money. Order your TAG-O-GRAPH JR. today. Try it 10 days FREE. Send us your check for \$7.50, or if not fully satisfied, return the TAG-O-GRAPH JR. to us.

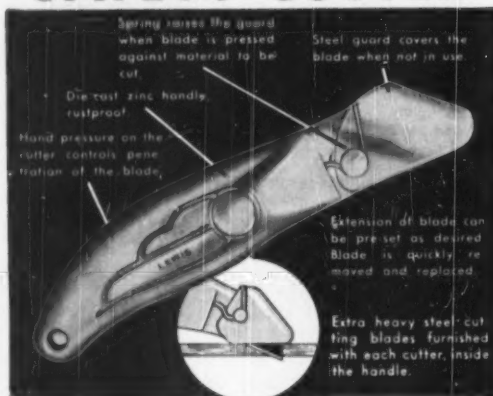
TAG-O-GRAPH JR. comes complete with 25 extra stencils, ink, stylus and complete instructions.

You can cut addressing time to the bone . . . and save money . . . with TAG-O-GRAPH JR. It gives you sharp, distinct stencil addressing in lasting waterproof ink. Avoids errors . . . insures prompt delivery. Stencils may be typed or hand written. Easy to change, too. Just snap under the spring clips. Get over 1000 clear addresses from one inking. Low cost Weber stencils are made with tough fibre frame. Here's a practical, low cost shipping room tool that will pay for itself many times over. Thousands now in use. Don't delay . . . get yours today.

**ORDER
TODAY**

WEBER ADDRESSING MACHINE CO.
192 W. Central Road Mt. Prospect, Ill.

A New Invention . . . Safe . . . Different LEWIS Automatic SAFETY CUTTER



Here is a new patented knife that cuts swiftly, surely, safely . . . yet protects the user from injury. Always safe because the blade is guarded — always ready to use because there's nothing to adjust.

Retail Price
\$1.50

FLASH BOX OPENER CO., Inc.
52 W. Houston St. New York 12, N. Y.

To sum up: A permanent address that "stays" with the shipment until it reaches its destination.

Tips for Better Addressing

We have, of course, come a long way in educating our own Trucking Industry as to correct shipping marking methods. We will continue our educational program and do everything in our power to guarantee the fastest possible delivery of any shipment to its destination. In that direction, here are some of the other hints we might pass along:

1. Print the address complete, include street address, as well as firm and city name.
2. Stencil the name and address of the consignee in two places, preferably on top and on one side of the carton, so that it will be visible to the man unloading the truck. If stenciled only once, we prefer that one of the sides be used.
3. Eliminate all extraneous markings such as advertising tags, stickers, etc. whenever possible. These only tend to confuse freight handlers and make it more difficult to get the package to its correct destination.
4. Be sure to mark "Fragile" on easily broken parcels with arrows pointing to the top of the shipping container to indicate which side is to be placed up.

Since shipments are usually addressed before they reach Truckers' hands, it is of primary importance that the individual Shipper, whether he be manufacturer, farmer, or wholesaler, etc., do his part in correctly marking his shipment. By following these suggestions for Stencil Markings, you will be making your Truckers' job easier . . . your shipping losses will be cut to a negligible point, and your shipment will reach its destination faster, and in the best possible condition.

Let's all work together for better shipping and less "losses." Get that shipment Stenciled in large letters and off to a good start on its journey to its destination.

"Listen, Mr. Traffic Manager"

(Continued from Page 19)

the other hand, where no mention was made on the purchase order about partial shipments, the shipper was aiding the buyer by not holding the entire order until such time as the stock was available. Furthermore, it is also an added expense to the consignor to have to ship in partial lots. Consequently, we feel, that in lcl orders, where no mention is made on the purchase order about partial shipments, the consignee should accept transportation charges on all shipments made against that order.

An exception should be made, however, on orders where the quantity ordered is obviously such as to take advantage of a reduced rate. If a customer orders in carload quantities and shipments must be made in partial lcl lots the customer should not be

forced to absorb the charges incurred. In this instance, if stock is low, the Traffic Manager should contact the consignee and ask whether he can wait until such time as the complete carload can be shipped. If consignee cannot wait and is in need of the material than partial shipments should be made and the consignor accept the charges over and above that of a CL shipment.

We recently witnessed a telecast of the American Trucking Association's "truck Rodeo" which brought forth an idea. In effect this Rodeo is a national contest between truck drivers of all classes of vehicles to determine the national champions. Each driver must drive his truck through an obstacle course simulating at least six of the worst driving problems which might be encountered during a normal day's work. The drivers are rated on their performance and a champion is chosen. We will wager that anyone watching these drivers both at the event and on television will have 100% more respect for them than they previously had. The rodeo has done much to make people realize the difficulties encountered in driving a truck.



In conclusion and for a Happy New Year we wonder what you Traffic Managers do with such contrary customer routings as "fastest and cheapest" or "best way" or "parcel post-must arrive tomorrow." Only a Traffic Manager can realize how stupid this is. And have you ever had a package weighing about $\frac{1}{4}$ a pound and routed "rail freight." Or that other lullu, "ship one feather by air express and the other feather by regular express." If you're a Traffic Manager you'll know what we mean.

Expendable Tier Pallet

(Continued from Page 15)

because of equipment investment and the paper post base with interior partitions due to our inability to absorb the direct labor of assembling the partitions at point of usage. This comparison is brought out on this one product to illustrate the thought pattern followed.

Aside from improper handling at junctions and faulty package design humidity is a constant source of danger. In developing experience on this phase we use those corrugated boards which give greatest strength under high humidity conditions. Only "A" flute is used for the vertical members. We grant that "C" flute does and can perform satisfactorily in many cases but until we have isolated the effect of humidity we arbitrarily choose to eliminate that variable.

We have accumulated a group of slides from many sources which will bear out many of the findings discussed here.

Every type and refinement in use today was developed solely to produce a product at less cost. Although we are using approximately 4000 palletized tier packs per month at AC we believe we have only begun to top the potential.

Saves Up To 50% in Shipping Costs On Your C.O.D. Parcel Post Packages

This Shipping System Approved by Post Office Department — A Time and Money Saver — All Records Made Out in One Operation.

By LAWRENCE W. KING

NEW YORK, Dec. 21—Brandt & Brandt Printers, Inc., 132 White Street, New York 13, N. Y., are now selling their patented shipping system for C.O.D. packages to department stores and direct mail houses who find it a time and money saver in their shipping department.

If you are handwriting, in separate operations, your labels, tags, office records, receipts, manifests, in addition to hand numbering and rubber stamping your packages you are wasting money and valuable time and encouraging errors in your shipping department.

By using the patented "Brandt" system for shipping packages by Parcel Post C.O.D., which has been approved by the Post Office Dept., you can combine all of the above records in one operation, and also eliminate the labor of numbering and rubber stamping your packages, assuring yourself thereby of absolute accuracy and eliminating the expense of one or two persons from your shipping department.

This saving alone will more than pay for your system.

The "Brandt" system of Parcel Post C.O.D. shipping is now recognized as the most economical and efficient means for handling parcel post C.O.D. shipments, and will prove invaluable to any business. It eliminates repeated errors, which always exist when prices and amounts are copied separately, several times.

Every form that is required for shipments, and for your files is produced in one operation, with no more labor than is needed in writing only the ordinary C.O.D. package label.

Each day the "Brandt" shipping system gives you complete and correct information concerning the number of orders shipped, the total of shipments, and the total amount of postage, which your clerks can not now obtain without hours of labor.

Brandt & Brandt Printers, Inc., 132 White St., New York 13, N. Y., will send circular and samples to anyone interested.

SEND FOR SAMPLES AND PRICES
Brandt & Brandt Printers, Inc., Dept. SM, 132 White St., New York 13, N. Y.

EXPORTERS!

"VPI" Vapor Prevents Rust at LESS COST

This PROVEN vapor method of rust prevention requires NO SLUSHING — no degreasing. Leaders in industry now report "rejects due to rust completely eliminated" — "82% savings in cartons alone" — For factual case studies of this simple, more effective, packaging success, ask for "Industrial Applications of Angier VPI Wrap".

Angier VPI Wrap
Vapor Phase Inhibitor

ANGIER CORP., Framingham 9, Mass.

Coming Soon . . .

1950 Edition
BETTER SHIPPING MANUAL

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423 Fourth Ave. New York 16, N. Y.

**JUST PRESS
THE KEY and you
know the postage!**

DETECTO POST-O-METER

• Saves Postage —

The package weighed on this Parcel Post Scale will not carry too many — or too few — stamps.

• Saves Time —

Speeds mailing department flow. Ends weighing bottlenecks. Simply press the one key. One figure shows the exact postage. No postage-due delays... ever!



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MANUFACTURERS • DISTRIBUTORS

EQUIPMENT & SUPPLIES

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**Fight
Infantile
Paralysis**

**JOIN
THE MARCH OF
DIMS**

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

New Corrugated Containers

(Continued from Page 16)

to reduce costs, served as a basis for layouts on proposed containers. These layouts contained the following advantages:

1. Can be set-up instantly without any prior operation.
2. Feature a solid bottom so that no separation is possible during damp or humid conditions.
3. Reduce set-up carton stacking space in packing areas.
4. Are competitive in price with conventional cartons.



Three Piece End Fold. Designed to meet specification for larger containers where solid bottoms and additional corner support is desired. Illustration indicates the ease with which this style snaps open ready for packing.

5. Require no material or labor expenditures other than final closure.
6. May be re-used and require no additional set-up.
7. Are adaptable to all packaging lines.
8. Can be easily palletized.

An impressive list of aims, but after one year of development and another year of constant use our designers are responsible for a line of containers which satisfy in full all of the above advantages.

Air Freight

(Continued from Page 21)

prevent cargo from tumbling off. For added maneuverability, the airlines hit upon the idea of mounting the belts on tractors. United Air Lines' engineers designed a panel-type cargo loading truck with a 15-foot belt loader installed on its chassis. Its mobility has been found most effective.

2. Cargo chutes, which are wheeled out to the plane.

A tub or truck is placed at the lower end and the cargo slides down for sorting in the mobile ground unit.

3. High-lift trucks are excellent for hoisting pre-loaded cargo tubs or pallets to the entrance of the cargo pit. The trucks also are used to draw trailer trains of loaded tub carts from docks to planes.

4. Lift trucks with beds that rise to the doors of the cargo pits are of great value in loading and unloading, plus transporting cargo to and from the docks. Lift trucks have the advantage of staying in convenient handling position aloft while several tons of cargo are put aboard or removed from the plane.

Further improvements in ground handling of air freight are inevitable. All airlines are constantly testing new equipment and exploring shortcuts that will benefit both shippers and shippers.

Mutual problems of air freight carriers are solved by a central organization, Air Cargo, Inc., which has authority to act as agent for member firms, either directly or by contract. Every certificated domestic air carrier is a stockholder in this corporation.

Mutual Problems Solved

Functions of Air Cargo, Inc., include provision of pickup, delivery, transfer and terminal services at principal airports; the purchase of standard forms and supplies for use in air cargo transactions, and the operation of clearing houses for collection of shipping charges; publication of an industry consolidated air freight tariff; the preparation and circulation of bulletins publicizing new developments in packaging, refrigeration, and the like.

Air Cargo, Inc., does the over-all job the airlines could not possibly accomplish if each worked in a separate orbit. The various activities of the central organization ultimately payoff to the nation's shippers in the form of constantly improved air freight service.

Freight Penalties

(Continued from Page 18)

is assembled, the crate top, and two wirebound "half-mats," each comprising two sides of the crate.

Crating is quick and easy. The saw table is covered with protective paper, the crate top is placed on top of it, then the two "half-mats" are placed in position and fastened securely together by engaging and twisting together the ends of the binding wires at the two crate corners where the "half-mats" meet.

The economy of the package is shown by the fact that the crate for the 850-pound saw weighs only 125 pounds, providing a ratio of only one pound of tare weight to almost 7 pounds of load. The crated saws can be safely stacked, despite their great weight, with no danger of bottom crates collapsing.


Next Month . . .

SAFETY ARTICLE

WATCH FOR IT!

MEN—METHODS—MATERIALS

*Pull-tab Opener
in Every Roll*
SAVES TIME - SAVES TAPE



**SAFETEX
GUMMED TAPE**

DEAL IT
RIGHT
WITH GUMMED TAPE

**CENTRAL PAPER COMPANY,
Menasha, Wis.**



**FOR FASTER
ASSEMBLY**

Wirebound Boxes and Crates come to you as flat mat units, 5/8 assembled. Most sizes are ready to pack in less than a minute. Wrap-around crate illustrated is typical of Wirebound time and labor saving designs. See below.

USE

**Wirebound
BOXES & CRATES**

FOR LOWER TOTAL SHIPPING COSTS

60 Wirebound Plants throughout the United States

*Send for free book . . . contains complete details of Wirebound advantages, technical features and describes how Wirebounds are designed specifically to meet your requirements. Mail coupon today!

Wirebound Box Manufacturers Assn., Room 1825, Barclay Bldg., Chicago 3, Ill.

☐ Send Booklet of Product Information ☐ Send a Sales Engineer

NAME _____

CITY _____ STATE _____

ADDRESS _____

ZIP _____



Each numbered paragraph below describes practical, illustrated literature about the newest developments in shipping room supplies, devices and equipment . . . important data every alert, progressive shipping manager should keep filed and available for instant reference. It will pay you to read each item carefully, select those that help with your particular shipping problems. Then all you need do is check and mail the coupon. Shipping Management will see that the material is forwarded with no obligation on your part.

MACHINE STITCHER . . . Start saving money in your shipping room by turning out your own cartons as you need them, speedily, cheaply. For further information, no obligation, check 1.

GUMMED TAPES . . . Select your gummed tapes and specialties from a complete line. List and pertinent facts if you check 2.

FACTUAL CASE STUDIES . . . of industrial applications of VPI Wrap can help you decide if this is the solution to your export packaging problems. VPI means vapor phase inhibitor, and it is one of the latest developments in the war against corrosion. To get this valuable information check 3.

HANDBOOK . . . for gummed tape users. Everything you'll ever want to know about gummed tape sealing problems. Free if you check 4.

PATENTED SHIPPING SYSTEM . . . Are you wasting needless time, hand writing your labels, tags, office records, receipts, manifests, and rubber stamping by hand? Then you're behind the times, because this shipping system for C.O.D. packages stops all that for good. Complete details, check 5.

TAPE SAVER . . . The pull-fab opener in every roll saves time as well as tape. For complete particulars check 6.

TAPE DISPENSERS . . . A complete line of precision built machines, pressure-sensitive, trouble-free, now available. No matter what your business may be there's a pressure-sensitive tape to suit your needs. For complete detailed information check 7.

PARCEL POST SCALE . . . Simply press the zone key. One figure shows the exact postage. Descriptive bulletins free, if you check 8.

AUTOMATIC SAFETY CUTTER . . . Many patented features to this knife that cuts swiftly and surely and yet is absolutely safe. For details check 9.

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PAPER SHREDDER . . . Low cost packing material made with your own shredder, out of your own waste. For a really instructive folder and details of trial plan, check 14.

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PRECISION SHIPPING . . . this railroad is equipped for heavier, longer hauls, smoother handling of shipments—dependable, on-time service between Texas, Oklahoma and the North. For info check 17.

TAPE MACHINE . . . Moisture is evenly distributed over your tape with this machine that does it automatically. For complete information on this and on tapes check 18.

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POSTAGE METER . . . print postage in any amount to \$10.00. For speed, safety and efficiency. Illustrated booklet, no obligation. Just check 19.

FAST SETTING GLUE . . . Here is a shipping case glue which tears fibres 15 to 20 seconds after application by brush or machine. It brings new high speed and efficiency wherever short pressure time is essential. Complete info on APPROVAL shipments if you check 20.

INKS . . . There's a difference in inks and you should know what it is, how to get the most for your money. For valuable free literature on metal marking ink and colored fountain brush ink (they come in "no-drip" cans) check No. 21.

BOXES AND CRATES . . . Bound with wire, they offer added protection and added efficiency at lower cost. For full details check 22.

FINEST INGREDIENTS . . . go into the best tapes, and that's what makes this one of the really quality gummed tapes. Know-how is the secret. Check 23.

BETTER PACKING . . . safer shipping with wirebound boxes and crates. Helpful information, solutions to problems, guides sent, if you check 24.

FAST ADDRESSER . . . Cut addressing time to the bone, avoid errors, insure prompt delivery. Stencils may be typed or hand written. Easy to change. Over 1000 addresses from one inking. Will pay for itself many times over. Check for info: 25.

NEW, MORE COVERAGE . . . in the 1950 Better Shipping Manual. Let us bill you for the latest edition of this encyclopedia of essential fact and information for the shipping room. Copy on approval if you check 26.

Packing A Punch

(Continued from Page 11)

members will attend special meetings and the openings of new or renovated shipping rooms.

Lets make this a banner year for packing, transport, and handling!

Traffic Reporter

(Continued from Page 13)

Mr. Whitney recently lost a leg through infection, following shortly upon the loss of both of his children in tragic circumstances. His wife is seriously ill. Donations are being asked by the Club, and should be sent to the Secretary-Treasurer, Mr. Henry B. Powell, c/o The Prager Co., Inc. 3 Neponset Street, Worcester 6, Massachusetts, as soon as possible.

New Products

(Continued from Page 24)

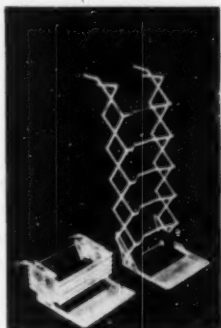
steer assures maximum maneuverability in confined areas.

The standard model has a lifting platform 24" wide x 30" long, a lowered height of 5½" and a lifting height of 58". The over-all height is 76". The hoisting mechanism is a planetary gear drive winch which raises and lowers the lifting carriage 1½" with each revolution of the crank. The crank handle can be swung out of the way when not in use. Double pad spring-loaded floor locks operated by a single handle hold the hoister in position while loads are being transferred to or from lifting platform.

FOLDING HAND TRUCK

A new type of hand truck that pulls open like an accordion to its full height of 42 inches with an easy lifting motion has been announced by Business Equipment Specialists. Especially designed to take the strain out of moving, the truck, called Fold-A-Way, can carry up to 700 pounds though it weighs only 25 pounds itself.

Particularly practical where space is a problem, the Fold-A-Way goes out of sight under counters, seats of trucks, luggage compartments, shelves, etc. When a number of hand trucks are needed, the Fold-A-Ways can be stacked so that 10 trucks can be stored in the space formerly



required for 2 of the rigid type. Two notable features of the Fold-A-Way are the glider bar which makes taking a load up or down stairs as easy as rolling along level ground, and the rubber wheels which are, not outside the truck sides, but inside the frame to eliminate the danger of catching passing objects.

Available in two models, straight back for most packages, and round back for barrels and kegs, but can also be used for straight packages. Truck is all steel construction with heavy duty oil-less bearing wheels made of rubber.

It folds down to a height of nine inches, and is packed one to a carton, shipping weight 27 pounds.

FLOOR MARKER

Designed for easy, low cost operation, the "Little Giant Handi-Liner" is a new

line marker that makes straight, curved, continuous or skip lines or lettering. It is recommended especially for operators of parking lots, garages, warehouses, self-service stores, factories and drive-ins.

Visible paint flow eliminates waste of paint. The "Little Giant" is made of welded steel. It is sturdy, long-lasting, and has no moving parts to get out of order. Light in weight, it is easily portable. It paints lines approximately 3¼" wide, using any good traffic or line marking paint. Unit is quickly cleaned by flushing with gasoline or paint thinner.

News Review

(Continued from Page 22)

the final 1949 figures for the scheduled airlines of the United States. These include the domestic trunk lines, feeder lines and U. S. flag international carriers.

The computation for 1949, according to Dr. Lewis C. Sorrell, Director of Research for the Air Transport Association, is based on the final reports for the first ten months of the year and estimates for November and December.

Dr. Sorrell estimates that the total gross revenue for 1949 will reach \$765,314,865 compared with \$678,879,594 for 1948.

Operating expenses of the lines, according to estimates, will reach \$720,484,617 in 1949, approximately 9 per cent higher than the \$662,558,267 for the preceding year.

Based on these figures, net operating profit for the scheduled airlines may increase from the \$16,321,327 for the three groups combined in 1948 to a possible \$44,830,248 in 1949.

GAIR OLD TIMERS ELECT OFFICERS AT ANNUAL BANQUET

◆ Gair Old Timers held their seventeenth annual banquet at the Hotel New Yorker at which time officers for the ensuing year were elected. New president is Archibald Robertson Martin, formerly a Gair employee in Brooklyn from 1907 to 1917 and now owner of Robertson Martin Advertising Company, New York. Archie has been an active member of the Gair Old Timers since its inception and was instrumental in authorship and production of the Deka-log which lists all Old Timers and includes a history of the association itself. Archie is also the founder of the "Mystic Order of the Itching Stitch," a national fraternity for people who have undergone operations. His postoperative award "diploma" enjoys national distribution.

Elected vice president of the group at this meeting is Theodore Kamish, Sales Manager of Gair Bogota Corporation, Bogota, N. J. Kamish joined the Gair Company in 1913. John Coakley of Eastern States Carton Division another Gair subsidiary, was re-elected secretary and treasurer again for his fifth term. He started with Gair in 1910.

Honorary president elected for the coming year is John Palst of the Piermont plant.

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WANTED: A CAPABLE, versatile man who knows the key traffic men in the carriers, and in industry, and their problems. This is a sales and promotional job that can be developed into an important and helpful function with a corresponding financial return that should be very gratifying. Only men with vision, the desire for a substantial future, and the ability to really work need apply to Box 401, Shipping Management, 425 Fourth Avenue, New York 16, N. Y.

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SITUATIONS WANTED

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EXPORT MANAGER AVAILABLE for position with manufacturer interested in developing his commodity in the Foreign Market E. C. A. expert. Fluent Spanish. Box 403, Shipping Management, 425 Fourth Ave., New York 16, N. Y.

PRACTICAL HANDBOOK OF INDUSTRIAL TRAFFIC MANAGEMENT

by Richard C. Colton

General Traffic Manager, RCA Victor Division, Radio Corporation of America

A clear explanation of
the traffic manager's
work

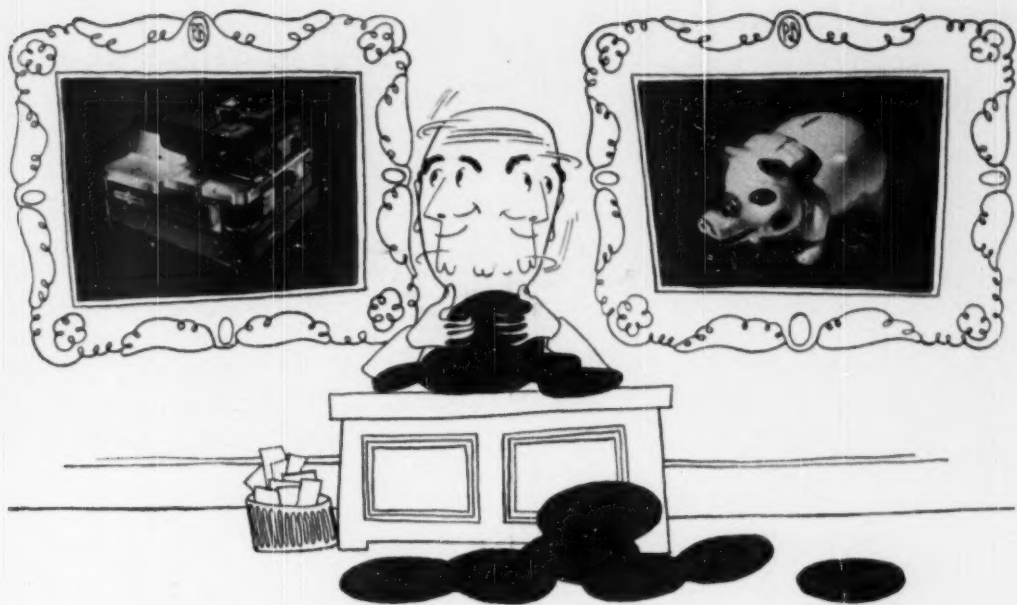


This new book provides a working understanding of the fundamentals of industrial transportation . . . covering the entire field from the practical operating viewpoint of an industrial traffic manager who has spent 23 years in the traffic management field. **\$6.00 per copy**

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The postage meter prints a *single* stamp for the precise amount of postage you need, on gummed postage tape, delivered moist or dry ... with a dated postmark that shows the shipping date, permits regular fourth class mail to skip post office cancelling, often make earlier trains or planes.

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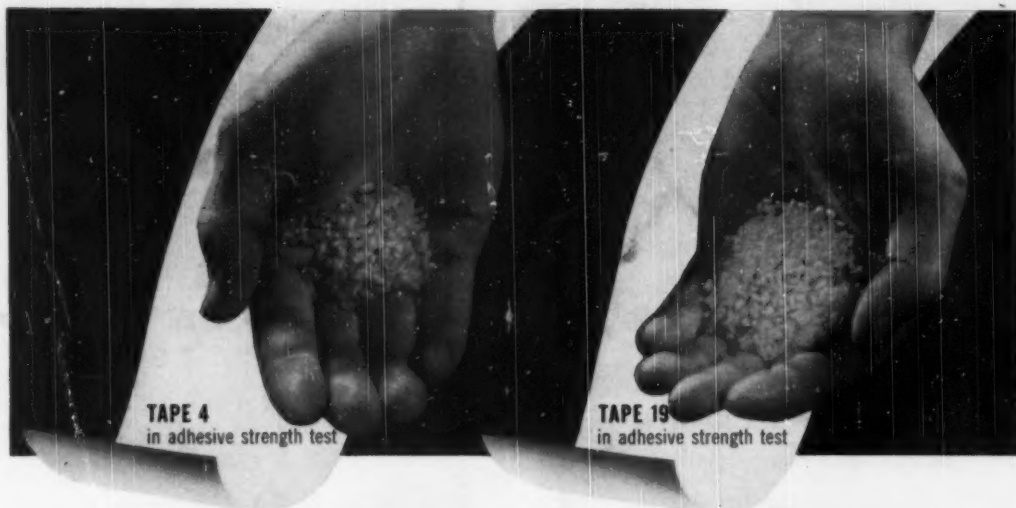
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*Originators of Metered Mail. Largest makers of mailing machines.
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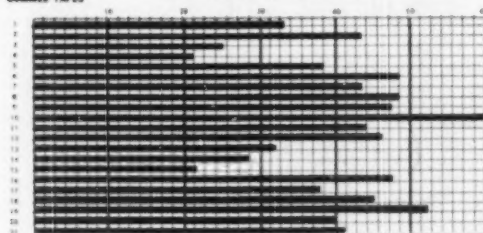




Would you use the same amount of water to moisten the glue of both these tapes?

21 DIFFERENT GUMMED TAPES

ADHESIVE STRENGTH TEST SCORE

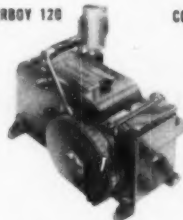


National Bureau of Standards tests prove that 21 different gummed tapes vary almost 300% in adhesive strength — practically no two tapes alike!

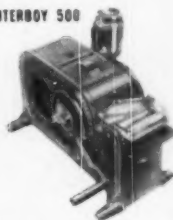
Only Counterboy Moistening Control can adapt the moistening to meet all tape-sealing conditions: quantity and quality of glue — operating speeds — water temperature and hardness — humidity — age of tape — short or long tape lengths — type of box surface, etc. That's why only C.M.C., patented Better Packages feature, gives you all the sticking quality the gummer puts into your tape!

what goes on under your tape?

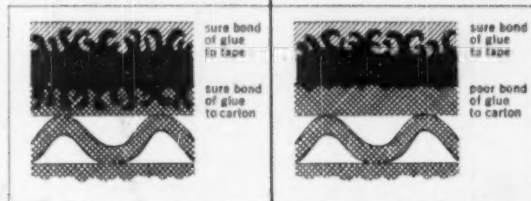
COUNTERBOY 120



COUNTERBOY 500



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TIGHT PERMANENT SEAL with C.M.C. — quickly adjustable to condition all the glue and assure deep penetration — whatever the glue formula.

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